

# A Closer Look

By Ernest Kreiling

HOLLYWOOD—When it comes to television commercials the Cincinnati-based soap maker better known as Procter and Gamble takes all the prizes.

First, the company spends more money on television advertising than any firm in the nation—\$111 million in 1962 or slightly more than \$2 per household. And it's probably safe to assume that the firm

Against Obnoxious TV Commercials. The league's members in 34 states vote for The Terrible Ten and the Decent Few on a ballot sent along every two months with the organization's newsletter.

NUMBER ONE of the current Terrible Ten is Crest Toothpaste; No. 3 Glem; No. 4 Dash; No. 5 Blue Secret deodorant; and No. 7 Ivory Liquid Detergent, all, of course, P&G products. No other firm is in contention because none has more than one winner in the top ten.

The aggressive and militantly dedicated League Against Obnoxious TV Commercials has also announced that as a

result of P&G's grand slam performance, picketing of the firm's New York and Cincinnati offices is being planned.

NATURALLY a boycott of products advertised obnoxiously on TV is part of the League's program. It's a seemingly future effort for a handful of people to attempt to wield influence against such corporate giants, but there's some satisfaction to be derived anyway.

I know, because for several years my household has had a revolting list of "buy" and "don't buy" products, based entirely on how welcome their commercials are in the house. And I can assure you Crest

and Blue Secret have been on top of the list for a long, long time, along with Anacin (No. 2 of the Terrible Ten) and Bufferin (surprisingly not among the current Terrible Ten). But the League Against Obnoxious TV Commercials is also constructive and positive. Members also vote for the Decent Few, the latest list of which includes Chun King, Goodyear, Hallmark, General Glass, Heritage House Lawn Seed, DuPont, Xerox, Nationwide Insurance, Alcoa, and Volkswagen.

PUBLICITY, economic boycott, and even picketing are fair weapons for a beleaguered public to use against guests

who make a nuisance of themselves. The League isn't opposed to commercials, or to advertising, only to those commercials that become obnoxious, unpleasant, and insulting after they've accepted an invitation into the home.

There are a number of organized listener-viewer groups around the country which attempt to speak the public's point of view toward radio and television, and all of them in their way try to do a meaningful job of letting the public have a say in how the public frequencies are used. But none, to my knowledge, is so direct and uncomplicated as the League.

## DAY SCHOOL

NOW REGISTERING FOR FALL TERM

— REASONABLE RATES —

KINDERGARTEN THROUGH EIGHTH GRADE

TEACHING THE THREE R'S WITH PHONICS

Classes All Day With Complete Bus Service

## HAWTHORNE CHRISTIAN SCHOOL

930 SO. PRAIRIE AT 136TH STREET OS 9-2591

# Sav-on SUMMER Hair Care Specials

"Beauty Salon" PRODUCTS

Summer vacations are fun... but they can leave your hair looking limp and lifeless! Plan now for hair beauty all summer with Hair Care Aids at Sav-on's low, low prices.

**Hair Spray** Preferred by Professionals. 13 oz. **69c**

**Shampoo** Leaves hair bright, easy to manage. **59c**

**Crema Rinse Conditioner**—Leaves hair soft & velvet smooth. **59c**

**Wave Setting Lotion** With FREE Dispenser Pump. **79c**

**Lastre Creme Shampoo** Lanolin-Blessed—10 1/4 oz. jar. **1.49**

**Breeze Bonnets** Nylon Tulle with aspirin dots. **59c**

**Nylon Tulle** with flocked sequin dots. **69c**

**Nylon Tulle** with scalloped edge, nylon tricot with velvet flower or Nylon Tulle with multi-color glitter. **89c**

**"Fiesta" Hair Band** 100% Stretch Nylon... Rainbow of colors on each band. One size fits all. **49c**

**Hair Bands** 100% Stretch Nylon... Choice of wide or narrow bands... Packs of 3 and 4. Ass't colors. **88c**

**Curier Basket** American Beauty Rose bud on cover, post-boo side slits. 8" tall, 7" wide at cover. **88c**

**Sho-Curl PRODUCTS**

**WESTINGHOUSE Electric Hair Dryer** "Beauty Bonnet" ... Lace and flowered bonnet. Dries & buffs hair, spot dries the hair, perfume scents the air. Petite luggage carrying case. **29.95**

**"TONI" Home Permanents** No Mix... No Mess... Pats hidden body in your hair. Regular • Super • Bonito. **1.49**

**Breckset** Hair Setting LOTION with 4 FREE Nylon Brush Rollers. **1.49 VALUE 69c**

**"Top Brass"** Hair Dressing Medicated formula. Non greasy. Pak of 2 Tubes. **2.99 Value 1.50**

**VISTA Kitchen Floor Cleaner/Wax** Shines as it cleans floors. **32 oz. 98c**

**INTERMATIC Time-All** Turns lights and appliances on and off at the time you select. **6.79**

**GLAMORENE DRY CLEANER** For RUGS... Makes your rugs clean as new—Instantly! **98c**

**Q-TIPS Sterilized Cotton Swabs** With Safety-Cushioned ends on flexible safety sticks. 340 tips. **69c**

**SEA BREEZE First Aid ANTISEPTIC**... for minor burns, scratches and skin complexion problems. 16 oz. **98c**

**Girls' Panties** "Skintones"... Cotton, 2 bar trico. Bow and lace trim. Colors and white. 2 to 14. **3:1.00**

**Ladies' "Slipperettes"** Latest styles and colors in comfortable folding slipperettes. Acetate lined. S-M-L. **1.49**

**Boys' Sport Shirts** Short sleeve cotton shirt in colorful summer prints. Little or no ironing. **98c**

**CANNON 20x42" Bath Towels** Assorted pastel colors with Beautiful Finish for longer use. Super absorbent. **79c**

**ANACIN Tablets**—100's Reg. **1.25 98c**

**TOOTH BRUSHES** **2:79c**

**RED MOUTH WASH** Sav-on Qt. **29c**

## Dr. Scholl's FOOT COMFORT WEEK

Make **Sav-on** Your Headquarters for quick, inexpensive FOOT RELIEF

**CORNS, CALLOUSES, BUNIONS ZINO PADS** Quickly relieve painful pressures. Remove corns and callouses. **43c**

**LIKE WALKING ON PILLOWS AIR-PILLO INSOLES** Of Latex Foam relieve pain of callouses and burning feet. **59c**

**TENDER, HOT PERSPIRING FEET FOOT POWDER** Cools, soothes, refreshes. Eases new or tight shoes. **49c-89c**

**SPRAY-ON FOOT POWDER** Fast relief for hot, tender, tired feet. Helps prevent Athletes Foot. **1.23**

**BURNING AT BALL OF FOOT BALL-O-FOOT CUSHION** Of soft Latex Foam, loops over toe. No adhesive. **98c**

**ITCHING FEET, TOES SOLVEX** Relieves Athletes Foot, itching feet. Powder, liquid or ointment. **73c 98c**

**FOR TENDER SPOTS KUROTEX FOOT PASTER** A Superior MoleSkin, relieves shoe pressure. Can be cut to any size or shape. **1.15 39c-49c**

**CORNS, CALLOUSES, BUNIONS BEV-EDGE Pads** Soft, cushioning felt, beveled edge. **43c**

**TIRED, ACHING FEET FLEXO FOAM ARCH SUPPORT** Quickly relieves discomfort of arch weakness. **1.98**

**CALLOUSES, TENDERNESS FOAM-EASE ARCH CUSHION** Of Latex Foam gently cushions the arch. **98c**

**CALLOUSES FOAM-EASE CALLOUS CUSHIONS** Relieve callouses, burning at ball of the foot. **43c**

**NESTLE 5c CANDY BARS** All Your Favorite Brands **3c**

**WHITE KING WATER SOFTENER** 3 lbs. 9 oz. Giant Size **21.00**

**JOHNSON & JOHNSON COTTON BALLS** Sterile Box of 65 **31.00**

**SUNSWET PRUNE JUICE** 40 oz. in reusable Refrigerator Bottle **47c**

**CONFIDETS** by SCOTT True Anatomical Shape. Box of 12 **31.00**

**WOODBURY'S SOAP BATH SIZE** **121.00**

**AQUA NET HAIR SPRAY** by Rayette **69c**

**EXCELLO-WHITE DISH TOWELS** 30x36" Size **41.00**

**JOHNSON'S "HOLIDAY" Car Washing Cream** 15 1/2 oz. **88c**

**VICKS VapoRub** for relief of colds **69c**

## Sav-on IVORY Products

**IVORY Soap** For dishes, baby clothes. Giant **79c**

**IVORY SOAP** For baby clothes. Giant **79c**

**IVORY Liquid** For dishes, fine fabrics. **65c**

## TOILETRIES

**4-Purpose Face Cream**

**LADY ESTHER**... Cleanses every type skin. 10 oz. **98c**

**Jergen's LOTION** Replaces moisture lost from your hands. 12 1/2 oz. **69c**

**Cashmere Bouquet TALCUM**... Your all-day veil of fragrance. **2:1.00**

**Poise Roll-on DEODORANT**... Choice of Regular or Active. **79c**

**BEAUTY SALON Skin Freshener** Leaves skin ready for application of make-up. **12 oz. 1.75**

## Sav-on TOYS

**"Barbie" Cosmetic CASE** See-thru plastic compact contains, round mirror, powder puff, lipstick with 2 refills. **73c**

**Soldier's Outfit** Coloca—Army helmet and replica of 45 cal. pistol, chevrons, bars and stars. **79c**

**Creative Blocks** Fisher Price—9 polyethylene blocks of circles, squares and wedges in 6 colors. **89c**

**Atomic Submarine** Tim Mee... Plastic replica of the X-13 sub. Almost 10" long. Fires missiles from deck. **79c**

**Rip Cord** As seen on the famous TV show. Throw into the air, and watch parachute open and float to earth. **49c**

**COLORFORMS** Pop-Eye Goes Swimming Favorite of TV and the comics, on a happy holiday with pals. **69c**

AD PRICES PREVAIL: June 23rd-26th Sunday through Wednesday

# Sav-on SELF-SERVICE DRUG STORES

OPEN 9 AM-10 PM... 7 DAYS A WEEK

**WE GIVE BLUE CHIP**

Anaheim—407 North Loop St.  
 Anaheim—2120 East Lincoln Ave.  
 Azusa—307 North Citrus Ave.  
 Burbank—301 N. San Fernando Rd.  
 Chino Vista—541 "F" St.  
 Compton—1916 N. Long Beach Bl.  
 Downey—7915 Florence Ave.  
 Gardena—15000 Crenshaw Bl.  
 Garden Grove—12031 B. Coast St.  
 Huntington Park—10208 Balboa Bl.  
 Inglewood—6801 Pacific Bl.  
 Inglewood—133 N. Market St.  
 Lancaster—5246 Lakewood Blvd.  
 Lancaster—646 W. Lancaster Bl.  
 La Puente—1617 No. Glendora Ave.  
 Long Beach—400 Pine Ave.  
 Long Beach—2164 Bellflower Bl.

Los Angeles—Third & Fairfax  
 Los Angeles—Western & Venice  
 Los Angeles—Crenshaw & Santa Fe  
 Los Angeles—National & Sepulveda  
 Norwalk—11739 Rosecrans Ave.  
 Pacoima—9089 Woodman Ave.  
 Reseda—18419 Sherman Way  
 San Bernardino—470 "E" Street  
 San Diego—3151 University Ave.  
 San Diego—3331 Rosecrans Blvd.  
 Santa Ana—1433 West 17th St.  
 South Gate—4444 Tweedy Blvd.  
 Spring Valley—661 Sweetwater Rd.  
 Studio City—12143 Ventura Blvd.  
 Torrance—5020 West 190th St.  
 Westchester—8601 So. Sepulveda  
 Whittier—15731 Whitewood Lane